A Study on the grocery momentum buying behaviour of Women

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Abstract

Women are great influencers when it comes to buying decision of the family. No doubt that when it comes to individual buying, women are the sole decision makers in the decision. Most often we think why women take longer duration in buying as compared to men. The purpose of this study is to examine Indian female consumers buying behaviour and deeply understand the key factors of grocery shopping which influence female consumers' involvement towards shopping. Females have particular perspectives and motives behind their purchases. Complete home shopping is the prerogative of the females in the male chauvinistic society. This paper dwells deep in finding the factors that go in making a decision of grocery shopping. It was found out that the company's Promotional strategy, festival offers, speed at billing counters, overall ambience, discounts were the main driving factors. Use of SPSS and MS excel is used for the purpose of analysis

Keywords: Purchases, likeness , Shopping, Business, Sales

Introduction

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics or personality and behavioural variables such as re-purchase intentions, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general

Two-thirds of females are the primary grocery shoppers in their households, with three-quarters of those women making grocery lists and more than half clipping coupons or researching sales. About 60 percent said they spend more than an hour shopping for groceries, while 84 percent said they were the sole preparer of meals in their household, and 61 percent said they prepared meals at least five times a week.

These days, retailers can access data on product demand levels on a minute-to-minute basis across their fleet of stores. However, many grocers are still in the infancy stage when it comes to analyzing and monetizing the massive amounts of big data available. This leads to stocking shortfalls, such as assessing product demand based solely on historical data. It is now women which drives the world economy. Globally, they control about $20 trillion in annual consumer spending, and that figure could climb as high as $28 trillion in the next five years. Their $13 trillion in total yearly earnings could reach $18 trillion in the same period. In aggregate, women represent a growth market bigger than China and India combined—more than twice as big, in fact. Given those numbers, it would be foolish to ignore or underestimate the female consumer. And yet many companies do just that, even ones that are confident they have a winning strategy when it comes to women.

Objective of the study

- The aim of the paper is to study the buying behaviour of grocery women
- To identify the factors that boost the buying of women at big bazaar and mega stores of Varanasi area
- To suggest the ways in which the stores can improve the purchase decision of the women at such stores

Literature review

The retail food industry is a highly competitive and challenging industry that has been

experiencing significant change in the past few decades. As retailers have focused on creating successful retail formats, a natural distinction has developed between conventional and specialty format stores. Conventional grocery stores (e.g. Kroger, Martin's and Star) operate under a traditional supermarket format offering a full line of groceries, meat and produce, with some operators offering a mix of general merchandise items. Additionally, conventional grocery stores are typically located as an anchor in a strip centre or in a stand-alone location. With average annual sales of $14 million, these stores range in size from 40,000 to 100,000 square feet [1]. Products sold may include national manufacturer brands as well as store brands/private label items. Promotion typically involves traditional methods: newspaper advertising, coupons, store events, and discount price sales [1].

There has been much debate on the death of the British high street since the turn of the twenty first century; with many theories and concepts as to why this is happening. Technology is an "exhilarating revolution" it has changed the way individuals communicate and purchase; the expectations of society have been transformed [2]. Despite the fact that the restrictions caused by recession are favoring discounters, quality-oriented shopping is supported by the growing group of older consumers .

Grass roots marketing, word-of-mouth, and community support (e.g. recycling events and cooking classes) are important promotional techniques for specialty stores [3].The distinction between conventional and specialty supermarkets can be compared to the distinction historically made in the apparel industry between department stores and specialty apparel retail formats. While various research studies have examined customer preferences and shopping behaviours which compare department stores and specialty apparel formats [4].

Buying process
According to Philip Kotler, the typical buying process involves five stages the consumer passes through described as under:
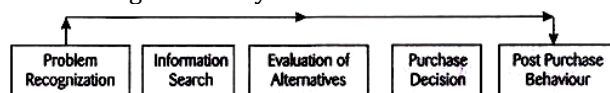

Fig.1 Consumer Buying Process

1. Problem Identification:
This step is also known as recognizing of unmet need. The need is a source or force of buying behaviour. Buying problem arises only when there is unmet need or problem is recognized. Need or problem impels an individual to act or to buy the product.

Buyer senses a difference between his actual state (physical and mental) and a desired state. The need can be triggered by internal or external stimuli. Internal stimuli include basic or normal needs – hunger, thirst, sex, or comfort; while external stimuli include external forces, for instance, when an individual watch a new brand car, he desires to buy it.

Marketer must identify the circumstances that trigger a particular need. He can collect information from a number of consumers regarding how stimuli spark an interest in products. Based on information, he can develop marketing strategies to trigger consumer interest.

2. Information Search:
Interested consumer will try to seek information. Now, he will read newspapers and magazines, watch television, visit showroom or dealer, contact salesman, discuss with friends and relatives, and try all the possible sources of information.

Mostly, the consumer can try one or more of following sources of information:
i. Personal Sources:
They may include family members, friends, package, colleagues, and relatives.

ii. Commercial Sources:
Advertising, salesmen, dealers, package, trade show, display, and exhibition are dominant commercial sources.

iii. Public Sources:
Mass media (radio, TV, newspapers, magazines, cinema, etc.), consumer- rating agencies, etc., are main public sources.

iv. Experimental Sources:
They include handling, examining, testing, or using the product. Selection of sources depends upon personal characteristics, types of products, and capacity and reliability of sources. Each information source performs different functions in influencing buying decision. By gathering information from relevant sources, the consumer can learn about different products and brands available in the market.

Note that consumer will not collect detail information on all the brands available in the market. He scrutinizes all the brands in sequence, like total (brands) set to awareness set to affordable set, and to choice set. Consumer collects information only on limited brands, say, choice set.

Marketer must try to get his brand into the prospects' awareness set and choice set. Moreover, the company should identify sources and their relative importance. Company must ask the consumers regarding types of sources they exercise. They can elicit valuable information about sources they normally use and their relative value. On that basis, effective communication can be prepared for the target market.

3. Evaluation of Alternatives:
In the former stage, the consumer has collected information about certain brands. Now, he undergoes evaluation of brands. He cannot buy all of them. Normally, he selects the best one, the brand that offers maximum satisfaction. Here, he evaluates competitive brands to judge which one is the best, the most attractive. Evaluation calls for evaluating various alternatives with certain choice criteria.

Following criteria are considered while evaluating alternatives:
i. Benefits offered by the brands
ii. Qualities, features or attributes, and performance
iii. Price changed by various brands
iv. History of brands
v. Popularity, image or reputation of brands
vi. Product-related services offered by the brands, such as after-sales services, warrantee, and free installation
vii. Availability of brands and dealer rating.

Different criteria are used for different products. For example, if a person wants to purchase a

motorbike out of Enfield Bullet 350; TVS Victor, TVS Centra, Suzuki Ferro; Hero Honda Spender, Ambition, and CBZ; Kawasaki Bajaj Boxer, Pulsar and Caliber; LML Freedom, etc., he will consider following criteria:
i. Price
ii. Pick-up and performance
iii. Facilities and comfort
iv. Gear-transmission system
v. Get-up/appearance
vi. Speed per hour
vii. Average per liter petrol
viii. Maintenance costs
ix. Image, status and novelty
x. Safety
xi. Resale value
xii. Services, guarantee, warrantee, etc.

The brand that meets most of the above conditions reasonably is more likely to be preferred. Marketer should highlights superior features of his brand. Some companies also advertise comparative table to help consumers evaluate various brands. For example, Yamaha, Maruti, and Hyundai provide comparative table in newspapers to show how the bike/car is superior to other brands.

4. Purchase Decision:
This is the stage when the consumer prefers one, the most promising band, out of several brands. The former stage helps consumers evaluate various brands in the choice set. The brand that offers maximum benefits or satisfaction is preferred.

Simply, the most attractive brand, that can offer more benefits in relation to price paid, is selected by comparing one brand with others. Comparison shows superiority/inferiority of the brands.

Now, consumer makes up his mind to purchase the most preferred brand. However, three factors further affect whether buying intension result into actual purchase. More clearly, the consumer' decision to avoid, modify, or postpone a purchase decision is influenced by these factors.

The first factor is attitudes of others. The impact of other persons' attitudes depends on degree of their negative attitudes toward the consumer's preferred brand, and consumer's degree of compliance with other persons' wishes.

The second factor is unanticipated situational factors. Purchase intension may change due to certain unanticipated situational factors like price hike, loss of job, family income, major medical expenses, non-availability of the preferred brand, or such similar factors.

The third and the last factor is consumer's perceived risk. Degree of risk depends on price, attribute uncertainty, entry of a new superior product, and his self-confidence.

Sub-decisions in Purchase Decision:
Consumer's buying decision involves following five sub-decisions:
i. Brand Decision:
For example, CBZ (model) motorbike of Hero Honda.

ii. Vender Decision:
For example, XYZ Hero Honda Showroom.

iii. Quantity Decision:
For example, one motorbike.

iv. Timing Decision:
For example, on 1st December, 2007.

v. Payment Decision:
For example, by cash.

5. Post-purchase Decisions:
Consumer buys the product with certain expectations. Though he decides very systematically, there is no guarantee of a complete satisfaction. There is always possibility of variation between the expected level of satisfaction and the actual satisfaction. His subsequent behaviour is influenced by degree of satisfaction/dissatisfaction.

Marketer must monitor the post-purchase experience of the buyers that includes:
a. Post-purchase Satisfaction
b. Post-purchase Action
c. Post-purchase Use and Disposal

Post-purchase Satisfaction:
Actual satisfaction may not be equal to the expected one. He may find some problems or defects in the product while using. It is the matter of interest for marketer to know whether consumer is highly satisfied, somewhat satisfied, or dissatisfied. Consumer's satisfaction is the function of the relationship between expected/perceived performance (expectations) and actual performance.

The larger the gap between expectations and performance, the greater the consumer's dissatisfaction will be. The consumer is satisfied when product meets or exceeds all the expectations and vice versa. If he is satisfied, he buys the product again, and talks favourably. In order to minimize the gap between expectations and performance, the seller must not exaggerate the product benefits; must make truthful claim of product's likely performance.

Post-purchase Action:
Obviously, level of the consumer's satisfaction with the product affects his subsequent behaviour/action. If he is satisfied reasonably, he purchases the product again, and talks favourably to family members, friends, relatives, and co-workers.
That is why marketer says: Our best advertisement is a satisfied consumer. Quite opposite to it, dissatisfied consumer responds differently. He may abandon product, complain to the company for compensation, resort to the court and warn other organisations, friends, relatives and co-workers to avoid product. The task of marketer consists of taking certain steps to minimize amount of consumer's post-purchase dissatisfaction.

Dissatisfaction can be reduced by:
1. Congratulating consumers for the right choice to justify their decision
2. Sending booklet to guide for effective use of the product
3. Inviting suggestions from consumers
4. Managing complaints by effective counseling and after-sales services
5. Informing about changes made in the product
6. Exchanging or returning amount, etc.

He must investigate where the product falls short. Close informal relations with consumers can yield valuable information. Remember that a dissatisfied consumer is more important than a satisfied one as his every problem regarding the product reveals a ready suggestion. Marketer must welcome complaints and tackle them carefully for the bright future.

Post-purchase Use and Disposal:

Marketer should also monitor how the consumers use and dispose the product. Such information can be a very good guideline for the marketer. Marketer can learn possible problems and opportunities relating with the product.

In normal situation, the consumer uses or disposes the product in followings ways:
1. He may not use the product immediately; store it for the future use.
2. Use the product fully immediately after purchase.
3. Resell or trade it.
4. Use the product differently than it is meant for. He may find new uses of the product.
5. Offer the product to others as a gift.
6. Throw the product away, considering as useless.

Marketer can change or modify marketing programme based on the study of how the product is used and disposed. In case, when consumers are much creative, it is important to investigate how the product is used or disposed.

Thus, buying process is a journey from problem recognition to reaction of buyers. The entire process is very meaningful to the seller. The process reflects most of factors affecting consumers. Marketer, therefore, must study the buying process from consumer's viewpoint. Company must take certain steps to support consumers in each stage to buy its product.

Research Methodology
For the purpose of analysis we have used descriptive study which is primarily for the purpose of finding in depth the certain existing phenomenon. This type of study is accurate in a way and systematic

Data collection
For the purpose of the primary as well as secondary data is used.

a. Primary Source
Primary data has been procured from direct interaction with prospects from big bazaar and mega store. A standardised questionnaire was also administered to them for the purpose of getting primary data.

b. Secondary Source
The secondary source of information was collected through journals ,research papers, company's website etc

Sampling type and technique
The sample size taken for the purpose of study is 120

Sampling unit- Sampling units are customers of BIG
BAZAAR, MEGA STORE(Near Sankat Mochan) and other retail stores.

The research methodology can be summarised as under

Sampling frame	Varanasi
Sample size	120
Sampling Technique	Convenience Sampling
Project Instrument	**Likert** Standardised Questionnaire
Type of questions	Closed ended questions
Statistical technique	Factor analysis
Tools	SPSS and MS excel

Sampling
Reliability Testing
For the purpose of analysis we have used cronbach alpha .It is a measurement tool which is used to check the reliability of the questions used in the questionnaire. Generally the score above .7 is acceptable and for this it is .806 stating the questions used are reliable for the purpose of the study.

Cronbach's Alpha	N of Items
0.806	25

The reliability that was undertaken shows that the questions are pertinent to the study of grocery momentum buying behaviour of women.

Factor Analysis
a. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.875	
Bartlett's Test of Sphericity	Approx. Chi-Square	1581.93
df	20	
Sig.	.000	

Interpretation:
The result of KMO is mentioned above.It is said that the sample size should always be greater than the number of variables generally 3-4

In order to establish the strength of the factor analysis solution it is essential to establish the reliability and validity of the obtained reduction. This is done with the help of KMO and Barlett's test of sphericity below:

KMO and Bartlett's Test

times.The value of KMO should be greater than 0.5 and in our interpretation it is .875 which is greater than .5 indicating that factor analysis can be used in the study.

Rotated Component Matrixa					
	1	2	3	4	5
Any Card .	.819	.396	-.074	.096	-.209
Promotional Activity	.987	.067	.002	.016	-.02
Advertisements	.425	.675	-.339	.252	.134
Parking Space	.750	.407	.002	.003	.062
Brand_Diplay	.704	.512	-.072	121	-.076
Festival_Offers	.982	.068	.021	.026	-.016
Discounts	.982	.063	-.008	.008	-.015
Behaviour	.539	.074	-.007	.559	-.250
Price	.142	.642	-.174	-.005	-.216
Availabilty	.987	.067	.002	016	-.024
Discount	.002	-.143	.946	.059	.031
Product_Display	.672	.297	-.279	.258	-.076
Billing	.015	-.030	.946	.123	.072
Store_Prefrence	.624	.242	.233	-.395	.089
Ambience	.987	.067	.002	.016	-.024
Quality	.183	.893	.081	-.040	.150
Gift_Vouchers	.044	.126	.130	.057	.756
Cleanliness	.320	.277	.073	.220	-.565
Prompt_Services	.118	-.126	-.269	-.832	.009
Other_Factors	.153	-.442	.-082	.523	.410

Rotated component matrix

	1	2	3	4	5	
Promotional efforts	.979	0.65	.002	.015	-.022	

Advertisements administered	.0422	.568	-.330	.248	.143	
Price	.742	.405	.002	.003	.060	
Display brand strategy	.703	511	-0.71	.120	-.074	
Festival offers	.912	.063	-.007	.007	-.013	
Discounts	.978	0.623	-.008	.007	-0.15	
Parking facility	.132	.624	-1.47	-.005	-.215	
Billing counter	0.14	-.029	.942	.132	.071	
Overall ambience	.978	.064	.002	.015	-.021	
Quality of products	.0184	.0899	.082	-.041	.121	
Gift Voucher offers	.046	.127	.131	.054	.752	
Cleanliness	.321	.287	.071	.221	-.562	
Service quality	.119	-1.27	-.267	-.813	.008	
Others factors	.152	-.441	-.081	.512	.411	

Summary of Factor Analysis:

a) Various variables have been reduced to 5 uncorrelated factors.
b) Factors having value greater than .7 a common name has been assigned.
c) There are values denoted by communalites
d) As per the data we find that there are 5 factors where the eigen value is more than 1
e) The data presents the factor loading which is the correlation co-efficient
f) Variance has been explained based on some common factor
g) Varimax Rotation has been done .It tells us about that there are loadings which are high on some and low on the other

Conclusion:

As per the analysis of the data the company should understand that it is the women who dominates the grocery buying and they are highly influenced by ambience of the shopping centre. They are more attracted to the festive offers and eventually want to buy more and more items. For them waiting at the billing counter is a big torture hence that is also one of the important aspect. Promotional strategy and discount offers attract the attention of the women buyers. Thus as per research findings it is primary the ambience, discounts, offers, promotional strategy are the most significant for women buying grocery.

Component	Total	% of variance	Cumulative %	Extraction sums of squared loadings Total	%of variance	Cumulative	Rotation Sums of squared loadings Total	%of Variance	Cumulative
1	8.023	43.196	44.168	8.023	43.196	44.168	8.066	40.418	40.418
2	2.031	12.051	56.210	2.0310	12.051	56.210	2.740	13.719	54.172
3	1.739	8.605	64.921	1.739	8.605	64.921	2.176	10.916	65.1
4	1.550	7.568	73.679	1.550	7.568	73.679	1.651	8.216	72.410
5	1.209	6.023	79.820	1.209	6.023	79.820	1.217	6.412	79.716

6	.911	4.658	84.387					
7	.750	3.671	87.149					
8	.678	3.234	91.412					
9	.558	2.915	93.501					
10	.351	1.756	95.286					
11	.271	1.317	96.693					
12	.154	.765	97.471					
13	.109	.594	97.956					
14	.093	.486	98.431					
15	.059	.312	98.638					
16	.035	.176	98.915					
17	.09	.051	98.917					
18	.004	.133	100					
19	4.926E	2.436 E-015	100					
20	-7.107 E-017	-4.065E -016	100					

Principal Component Analysis
Transformation Matrix

Component	1	2	3	4	5
1	.913	.341	-.051	.087	-.056
2	.218	-.472	.810	.160	.150
3	-.281	.776	.481	.217	-.041
4	.041	.189	.256	-.914	.116
5	.006	.117	-.143	.101	.978

Principal Component Analysis
Rotation Method:Varimax

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